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Attorneys for Defendant  
NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF CALIFORNIA  
OAKLAND DIVISION

BYRON BISHOP, individually and on  
behalf of himself and all others similarly  
situated,

Plaintiff,

vs.

ELECTRONIC ARTS, INC., NATIONAL  
COLLEGIATE ATHLETIC  
ASSOCIATION; and COLLEGIATE  
LICENSING COMPANY,

Defendants.

CASE No. 4:09-04128-CW

**NOTICE OF APPEARANCE**

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1 TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:

2 PLEASE TAKE NOTICE THAT Jason A. Geller (State Bar No. 168149), Glen R. Olson  
3 (State Bar No. 111914), and David Borovsky (State Bar No. 216588) of LONG & LEVIT LLP  
4 hereby appear as counsel for Defendant the National Collegiate Athletic Association in this  
5 action. Counsel respectfully request that they be included via email on the Court's notification of  
6 all electronic filings in this action at the following e-mail addresses: [jgeller@longlevit.com](mailto:jgeller@longlevit.com),  
7 [golson@longlevit.com](mailto:golson@longlevit.com), [dborovsky@longlevit.com](mailto:dborovsky@longlevit.com).  
8

9 Dated: October 22, 2009

LONG & LEVIT LLP

11 By: /s/

12 JASON A. GELLER  
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